ABSTRACT OF THE DISCLOSURE

Digital assets are syndicated by constructing a web page and inserting into the web page JavaScript associated with a digital asset that is desired to be part of a fully rendered web page. The content of the digital asset is not initially part of the web page. The script, when executed by a browser, requests the content of the digital asset from a remote site. The request includes a uniform resource identifier (URI) of the web page and a unique identifier of the selected content. The remote site receives the request and authenticates whether the URI is authorized to receive the selected content. If so, the remote site locates the selected content and sends the selected content to the web browser. The web browser assembles the initially requested web page using the selected content obtained from the remote site.